

or Mallik (U.S. Patent No. 4,921,319). Iwasaki is said to teach all features of the claims except for ~~an upper transparent flat-sheet member having a luster sheet.~~ This deficiency is said to be met by both Takeda and Mallik.

This rejection is respectfully traversed. However, prior to setting forth their bases for traversal, Applicants would like to briefly discuss the salient points of the present invention and, *inter alia*, its patentable nature over the prior art. The present application relates to a magnetic display device, in which a flat-sheet member has luster selected from iridescent luster, iridescence and hologram appearance. As recited in the pending claims, an image appears or disappears upon movement of black magnetic particles. It is understood by those of ordinary skill that such movement is effected by contact with a magnetic pen or a magnetic stamp,

As noted, Iwasaki teaches a conventional magnetic display device, but does not disclose nor suggest that any such ~~flat-sheet member has luster selected from iridescent, luster, iridescence and hologram appearance.~~

Takeda teaches a display panel employing fine particles of mica coated with a titanium oxide thin film. However, Takeda does not relate to a magnetic display device in which color changes from a white state (where black magnetic particles settle downward so that no image appears) to a state where black magnetic particles migrate upward (so that a black image appears), as does the present invention. Since the technology behind Takeda so vastly differs from that of Iwasaki, there is no reason of record why those of ordinary skill would be motivated to combine them.

Mallik discloses a hologram structure. As with Takeda, Mallik does not at all relate to any sort of magnetic display device as claimed in the present application, in which color changes from a white state to black by moving settled black magnetic particles upwards.

Since there is no reason of record to make the combination noted by the Examiner, aside from the Examiner's unsupported comments<sup>1/</sup> (which are not, in any event, prior art), there is no prima facie case of obviousness.

In view of the above amendments and remarks, Applicants submit that all of the Examiner's concerns are now overcome and the claims are now in allowable condition. Accordingly, reconsideration and allowance of this application is earnestly solicited.

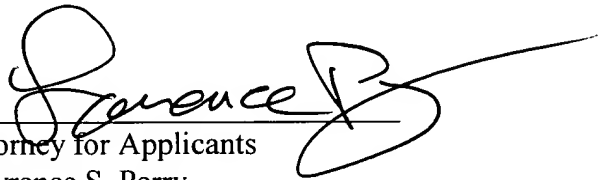
Claims 9-14 remain presented for continued prosecution.

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<sup>1/</sup> There is no basis taught in the art for a desire to "~~decorate an image, or that TiO<sub>2</sub>~~" coated mica is "protective (c.f., page 3, lines 4-8 and from page 5, line 20 to page 6, line 2 of the Office Action.

Applicants' undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should continue to be directed to our below listed address.

Respectfully submitted,

  
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